

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

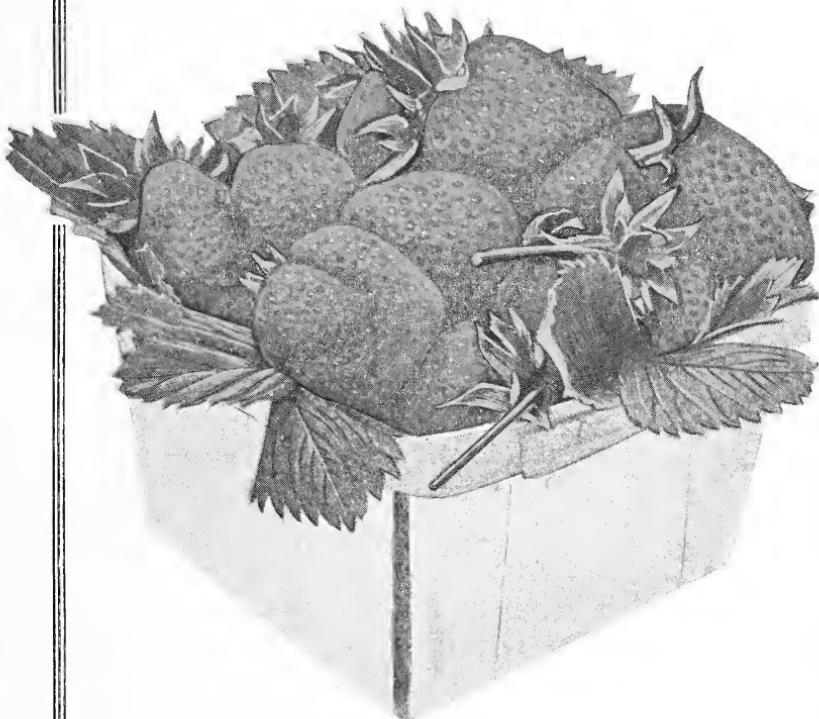
PRINTED

— *The* —
Eastern Shore Nursery

Catalog of Missionary & Klondyke

STRAWBERRY PLANTS

and How To Grow Strawberries

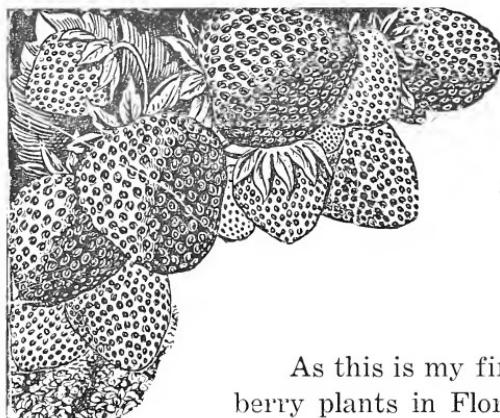


H. A. WILSON

PRESIDENT AND GENERAL MANAGER

SALISBURY, MD.

THE EASTERN SHORE NURSERY



Let's Get Acquainted!



As this is my first year of selling Strawberry plants in Florida, we are strangers.

I am anxious to meet you for I must have your confidence in order to gain your patronage. It is impossible for me to meet each one of you personally. I must conduct my business fairly and stand back of each order. I cannot afford to sacrifice your permanent good will for my temporary gain.

All business houses make a few mistakes. We do too, but we are willing to correct them.

Our Motto is "SERVICE and QUALITY—not only service in filling your order accurately and promptly and helping you with your various farm problems, but also in adding a few extra plants in each bundle.

Our packing is the best. We can ship anywhere in the United States without damaging plants. They will be in just as good condition when you receive them as they were when I filled your order. Our prices are cheap considering the quality of the goods.

I am always glad to give you any assistance possible in growing your berries. That is the object of our service department.

Thanks for the inquiry, I would appreciate your business.

Yours for better strawberries,

H. A. WILSON, President.



How To Grow STRAWBERRIES



The Southern States can set out their Plants any time after October 15th to March 30th. We start shipping plants October 1st and ship until May 1st. If you cannot set out your plants when they arrive but must wait a week or two please unpack at once and untie each bundle and dip the roots in water. Then dig a V-Shape trench and heel in. Keep in shade or cover with board. If you have a cellar just unpack dampen the moss in crate and dip the roots in water and repack lightly. We prefer the cellar but they will keep for weeks either way if properly attended to and will be in just as good condition when you do plant as when you received them.

All soil differs in some way, and berries will grow on most any soil. Moisture and quickly available plant food are essential to produce the best berries. Apply plenty of vegetable matter in the form of some soil crop or stable manure and plow deep. This increases the water holding capacity, improves the physical condition and adds to the fertility of almost all soils. The land should then be thoroughly disced and harrowed. This breaks up the clo's and leaves the soil in fine condition. Give more care to the preparation of your land. It will be easier to cultivate and give a more profitable yield. If your soil is sandy or hard and cloddy, roll it, as rolling makes the land hold the moisture that is needed at planting time. Do not use heavy application of manure on land before planting. It should have been put on last year for the best results. Do not use fertilizer directly under plants. If you use fertilizer, broadcast it and thoroughly work in land several weeks before planting time. It is not advisable to turn in an old sod that has been standing for some time and use for your berry patch. Too many Grub (worms often found in sod land) may destroy the plants. Even though you do not have Grubs in your soil, the grass roots will interfere with the suitable preparation of the land. Sod land should be devoted to hoed crops, if possible, for two seasons after it is first plowed before it is planted to strawberries.

Do you want better berries? If you do, manure your land a year in advance and plant some vine crop and turn in. Have the soil as fine as possible at planting time. Use a light marker to mark off your rows.

THE EASTERN SHORE NURSERY

How To Grow Strawberries

Continued

A heavy marker makes to large a sink. Be sure to get roots down straight and fan shaped. Pack ground around plant with hand or foot. Don't drop plants too far ahead of setters, especially on dry windy days, and protect the plants before they are dropped by keeping in large apron pockets made for the purpose. Do not water. It injures the plant. Remember that lime is injurious to the roots of strawberry plants and if it must be used, apply it when your green manure crop is to be raised and not just before you set out the strawberry plants.

There are four systems of planting strawberries, in general use.

1.—Single Hedge Rows: Mark rows 30 inches one way and set plants 20 inches apart. Allow each plant to make 3 or 4 plants.

2.—Double Hedge Rows: Mark rows 36 inches one way. Two rows of plant are set zig-zag fashion and each plant is allowed to make just a few plants. The center of bed is kept open. The object is to get more fruit per acre. This system requires much more work than the other ways.

3.—Narrow Matted Row: Mark rows 40 inches apart and set plants 20 to 24 inches apart and let grow until row is 10 inches wide, then cut off runners balance of season. This is the most common way of growing strawberries if you do not want fancy fruit.

4. The Hill System: Mark rows 30 inches one way and 15 inches other way. You can easily grow one quart of berries per plant under this system. All runners are cut off. Only the plants that you set out are allowed to grow. The plants get very large and the berries of these plants grow twice as large and sell for more money. We recommend the Hill System.

Cultivation should begin as soon as the plants are set. Strawberry plants should be cultivated often during the growing season but do not disturb the plant roots. Always use shallow cultivation. Light cultivation keeps the dust around plants, and the soil in fine condition. It holds the moisture and offsets the effect of drouth. Light cultivation admits warmth and air and divides the soil particles more finely and enables the small feeding root hairs to perform their function to better advantage.

We do not have insects in our berry plants or berries on the Eastern Shore of Maryland but if you are troubled with insects write to your state college. They can give you more information than we can as they make a study of your state.

Flower stems usually appear on winter or spring plants soon after they are set out. The production of fruit before a plant becomes firmly established after transplanting is a severe strain on their vitality. Cut these fruit stems off just as soon as all the blossoms are open, with a sharp knife or shears. Removing the blossoms from an acre requires but a few hours but it is utmost importance as bearing fruit the first year after a plant is set out, weakens the plant.

THE EASTERN SHORE NURSERY

Our Service Department



All business houses are built on service to their customers. Our service starts when we receive your first order. We want your business not only this year but every year. We know that you will not come back unless we give you what you want, when you need it.

We always give a few extras with each bundle of 25 plants and make all shipments promptly, but we do not stop here. We are never too busy to answer any problem in regards to preparing soil, setting out and caring for strawberry plants.

Our Service Consists of:-

1st.—Meeting every customer more than half way, being anxious to help him.

2nd.—Maintaining a Service Department thoroughly experienced and properly equipped to help our customers grow better berries.

3rd.—In selecting the very best plants for our customers. Our berry plants are grown up to a standard not down to a price. We are determined to grow better berries and sell better plants regardless of cost.

4th.—Carefully digging, sorting, counting, bundling, packing and shipping each order. We not only employ experienced workmen but inspect each operation.

If we do make a mistake we are willing to correct it. This service is free to all our customers, regardless of how large or small their order.

Service is not an extra that we throw in because we are good natured. Service is taking the time to see that you get the right thing and get it promptly.

We are not 100 per cent all of the time, but we are honestly and sincerely striving to live up to our motto "SERVICE AND QUALITY."

We welcome your suggestions and appreciate your orders.

Yours for strong and healthy plants,

THE EASTERN SHORE NURSERY.

THE EASTERN SHORE NURSERY

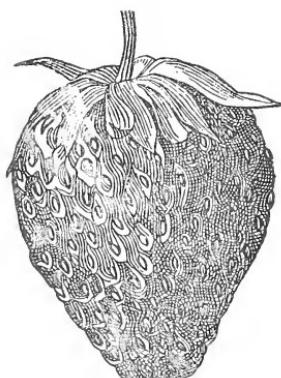
STRAWBERRY PLANTS



We specialize in HIGH GRADE MISSIONARY AND KLONDYKE STRAWBERRY PLANTS especially adapted for planters in the southern states.

No one or two varieties does the best in all sections. The two varieties listed in this catalogue have proved to be best adapted for south.

MISSIONARY



This is an early variety. It is a strong, hardy grower, bearing firm berries of good quality, moderately productive, large size. The berries are dark crimson with dark-red flesh.

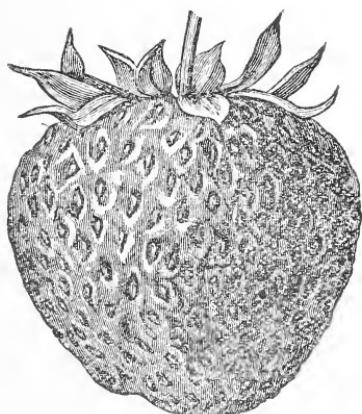
The Missionary put Florida on the map as a strawberry state. It has taken the place of the majority of the other varieties grown in the south.

THE EASTERN SHORE NURSERY

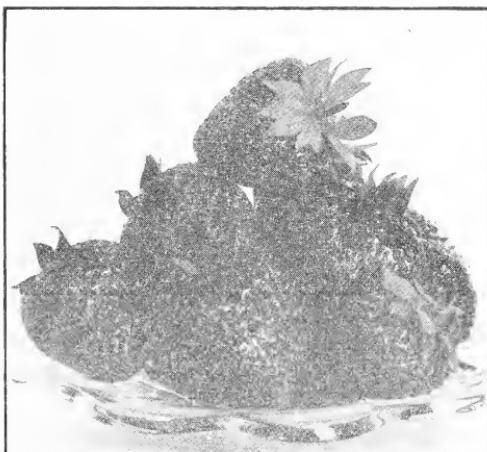
Strawberry Plants—Continued



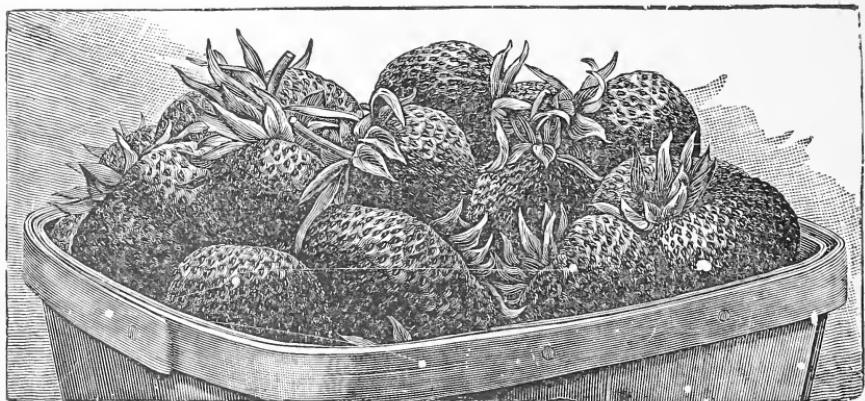
KLONDYKE



This is another variety especially adapted for the southern states. The Klondyke is grown in every southern state. It is not as popular in Florida as the Missionary although some sections of Florida grow large quantities of these berries. The berries are dark red, medium size, firm and of good quality. Klondyke berries do not bear quite as early as the Missionary.



THE EASTERN SHORE NURSERY



PRICE LIST



NOTE: The select Missionary and Klondyke plants are from patches that produced larger and better berries.

Early and Extra Early

Missionary \$5.00 per thousand

Select Missionary \$6.00 per thousand

Early

Klondyke \$5.00 per thousand

Select Klondyke \$6.00 per thousand

Prices on less than 1,000 plants—\$5.00 \$6.00

25 Plants \$.40 \$.45

50 Plants60 .70

75 Plants75 .90

100 Plants90 1.05

150 Plants 1.05 1.25

200 Plants 1.25 1.50

250 Plants 1.50 1.85

300 Plants 1.75 2.10

400 Plants 2.15 2.60

500 Plants 2.50 3.00

1000 Plants 5.00 6.00

Special prices on lot of 100,000 or more.

THE EASTERN SHORE NURSERY



Number of Strawberry Plants required to set an acre when spaced at different Distances apart.

| | |
|--|--------|
| 30 inches in row—Rows 30 inches apart— | 7,000 |
| 24 inches in row—Rows 24 inches apart— | 11,000 |
| 18 inches in row—Rows 48 inches apart— | 5,000 |
| 24 inches in row—Rows 48 inches apart— | 6,000 |
| 18 inches in row—Rows 48 inches apart— | 7,000 |
| 18 inches in row—Rows 42 inches apart— | 8,000 |
| 18 inches in row—Rows 36 inches apart— | 9,500 |
| 12 inches in row—Rows 42 inches apart— | 12,000 |
| 12 inches in row—Rows 36 inches apart— | 14,000 |
| 12 inches in row—Rows 30 inches apart— | 17,000 |
| 12 inches in row—Rows 24 inches apart— | 20,000 |

Parcel Post Rates on Strawberry Plants is Approximated as follows:

| | |
|---------------|--------------------|
| Zone 1 and 2— | 8c per 100 plants |
| Zone 3 — | 10c per 100 plants |
| Zone 4 — | 15c per 100 plants |
| Zone 5 — | 20c per 100 plants |
| Zone 6 — | 25c per 100 plants |
| Zone 8 — | 30c per 100 plants |
| Zone 8 — | 35c per 100 plants |

NOTE: We ship the majority of our orders Parcel Post or Express Collect. This makes the carrier responsible for the delivery of the plants and you can collect your money for any lost shipment, or shipments that is delayed until ruined. Now if these goods were shipped prepaid by Parcel Post you cannot collect anything unless you go to the trouble and expense of having your package insured.

THE EASTERN SHORE NURSERY

NOTICE

Special Instruction to Purchasers

The hardiest nursery stock grown in the United States is grown on the Eastern Shore of Maryland. There are many advantages of buying plants on the Eastern Shore of Maryland. Our plants are adapted to sudden changes of temperature, slight frosts will not kill them like the plants grown farther south, yet you can get them much earlier than the plants grown by nurserymen in the Northern States. Eastern Shore of Maryland plants are not troubled with insects, and all our plants are free from disease.

Set Out Your Strawberry Plants Early. Plants set out late in the season seldom grow well. Be sure you set them out soon enough. Light freezes and frosts will not hurt our plants if set well in the ground. Don't wait until it is too late and then blame me if they do not do as well as you expected.

Some farmers wait until they are ready to plant before ordering. Please place your order early. We ship any time after October 1st up to May 1st.

Our Plants are bundled 25 in bundle, with a few extras free in each bundle and packed in damp moss, and shipped in special crates and mailing cartons. I have very few complaints for poor packing.

We make all shipments f.o.b. destination, and if you wish to make payment in advance it is perfectly satisfactory, but you will get better service from the transportation companies if you let your plants come Parcel Post or Express Collect.

How to remit. Please register your letter if you send cash. I would suggest using money orders or bank draft. If you wish your order to come Parcel Post or Express collect, please send 25 per cent of amount of order, in cash with order.

NOTE. Order early and state date you wish your order shipped. Your instructions will be carefully carried out.

G U A R A N T E E

We guarantee to deliver to the transportation companies of Post Office all plants shipped to you in good, fresh condition, free from disease and true to name. Here our responsibility must cease. If the company that carried your shipment fails to make proper delivery in good condition, have your agent or postmaster mark the shipping bill as to the condition it arrived. If part of shipment is lost have agent check it and mark on bill number of pieces received. Mail this information to us at once and if you inclose remittance for one-half of the lost or damaged plants, we will make prompt shipment of the amount short. We stand one-half of loss. We will then make adjustment with the transportation company and send you a check for the balance due you. Please remember 1st:—A claim cannot be collected if you do not get your agent or postmaster to sign it. 2nd:—It cannot be collected if you allow your plants to remain in the transportation office. All orders are made with the mutual understanding that we are not responsible for more than you paid us for the plants.

THE EASTERN SHORE NURSERY



This photo of a bundle of Missionary plants and the photo on back outside cover of a bundle of Klondyke plants shows how our plants are bundled.

The
EASTERN SHORE NURSERY
—CATALOG OF—
Missionary & Klondyke
Strawberry Plants



Please let your friends order from
THIS CATALOG